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Method and apparatus are provided for managing and delivering services to a specific location in a wireless network. A proximity management server includes a scheduler coupled to service definitions and location definitions and to a device/user directory and a policy directory. The scheduler includes a service matrix with inputs for location time, user name and device ID and inputs for content, local services and transport services. Based upon the service matrix, a list of possible services is provided to the policy block, which may have optional user and device lookup input. After applying the policy to the possible services a list of permissible services is provided to a delivery selector and transport enabler.